

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. **(Currently Amended)** A method for targeting advertising, including:
receiving a bid from one or more agents for selecting an storing advertisement for display
~~targeting information on a client; and~~
holding an auction by a computer to determine a winning bid, wherein selecting at the
~~client~~ an advertisement associated with the winning bid is selected for display based upon the
~~advertisement targeting information stored at the client.~~
2. **(Currently Amended)** A method for targeting advertising, including:
receiving information provided by a client computer;
selecting an agent based upon the information provided by the client computer;
sending the selected agent to the client computer, wherein the agent is adapted to bid for
selection of an advertisement at the client computer based upon information stored at the client
computer.
3. **(Currently Amended)** A method for targeting advertising, including:
receiving information about a recipient;
selecting an agent based upon the information received about the recipient;
sending the selected agent to a client computer, wherein the agent is adapted to bid for
selection of an advertisement based upon private information stored at the client computer.
4. **(Currently Amended)** A method for targeting advertising, including:
sending an agent to a client computer;
receiving an advertisement request ~~from~~ based on a a[[n]] bid generated by the agent,
wherein the ~~request~~ bid is based upon information stored at the client computer;
sending an advertisement to the client computer based upon the advertisement request.
5. **(New)** The method of claim 1, wherein the selected advertisement is displayed to a user.

6. **(New)** The method of claim 5, wherein the bid received from the one or more agents is generated based on an expected interest of the user in an advertisement associated with the received bid.
7. **(New)** The method of claim 6, wherein the received bid is a binary bid.
8. **(New)** The method of claim 6, wherein the received bid is a real-valued, non-monetary bid.
9. **(New)** The method of claim 6, wherein the received bid is a monetary bid.
10. **(New)** The method of claim 5, further comprising:
requesting a bid from the one or more agents upon an occurrence of an event.
11. **(New)** The method of claim 10, wherein the event includes the user moving to a different Web page.